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YOU CAN'T HELP INHALING BUT YOU CAN HELP YOUR THROAT!

FIVE leading cigarettes — including Philip Morris — were compared by eminent doctors. Here's what they found:

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

It's plain this Philip Morris superiority means real protection *when* you inhale — *plus* finer pleasure all the time!

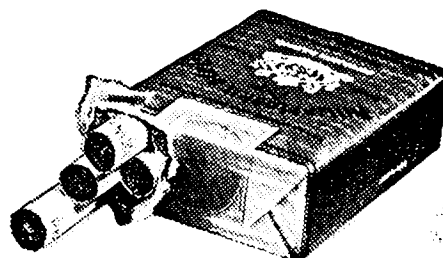
CALL FOR PHILIP MORRIS



AMERICA'S FINEST CIGARETTE

1003071078

PROTECTION WHEN YOU INHALE (ALL SMOKERS DO — SOME OF THE TIME!)



Finer Pleasure — Plus Real Protection

SEE how tremendously cigarettes *differ*. Eminent doctors compared five leading brands, including Philip Morris —

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

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AMERICA'S FINEST
CIGARETTE

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